



On Campus

A monthly publication for the faculty and staff of Greenfield Community College

January 1995

Initial results
from
faculty survey,
Banner
training
dates,
see page 4

Enrollment, marketing and retention efforts given new focus for 1995

A new task force on retention and new direction for the committees on marketing and enrollment management will be in place by the beginning of the spring semester. In setting a high priority for these areas, Interim President **Larry Dean** has sought a comprehensive approach with clearly established guidelines, expectations and objectives. **Russell Powell**, director of marketing and public relations, will continue to chair the marketing committee. **Bob Keir**, dean of enrollment and community services, will chair the enrollment management task force, and **Ira Rubenzahl**, vice president for academic affairs and student support, will oversee the retention task force, although he is not expected to chair it.

These are the work groups and their charges:

Marketing committee

Charge: To review continuously all aspects of the college's public image; to provide advice and guidance to the director of marketing and public relations on how best to interpret that image to the public; to support the enrollment and fundraising activities of the college; and to serve as the editorial board for the college viewbook, the college periodical (*GCCNews*), and other major college publications. In its deliberations, the committee should consider all audiences and constituencies, including prospective, current and former students,

Volunteers call prospective students under pilot program

In its final act before receiving a new charge and a new chair for 1995, the enrollment management committee launched a pilot program to telephone prospective students for the spring semester. Fourteen employees volunteered to make nearly 100 calls during the first week of January. Using a prepared script, the volunteers called people who had been accepted into GCC but had not yet confirmed if they were planning to attend. Results of their efforts will be reported in the February *On Campus*.

If successful, the program may be expanded in the future.

The volunteers making spring 1995 admission confirmation calls were library assistant **Carolyn Bellany**,

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On Campus is the monthly employee newsletter of Greenfield Community College. It is produced by the Office of Public Relations and distributed free to all full- and part-time faculty and staff, trustees, members of the board of directors of the Greenfield Community College Foundation, and other friends of the college.

Send your calendar items (meetings, deadlines, events) or news (new appointments, promotions, awards, grants, published work, conferences, weddings, births and other personal and professional activities and accomplishments) to Bill Johnson or Russell Powell by the first of the month for inclusion in that month's issue (Wednesday, February 1 for the February issue).

local and state officials, and members of the general public.

Chair: Russell Powell.

Members: As determined by the director of marketing and public relations, but to include faculty and staff representing the entire college community and at least one student.

Meetings: at least monthly throughout

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What's New

The 9' x 6' world map now gracing one wall of the second floor core lobby was the idea of Director of Diversity HERB HENTZ, who used his diversity budget to pay for it. The National Geographic map was installed in its case on what was previously a blank brick wall by Trades Worker DAVID ROBERT during the week of January 2.

"As a kid growing up I always had a map on the wall of my room and it greatly increased my global awareness," said Herb. "I think that this will be a good conversation piece and make a powerful statement on diversity." The map is "pretty current," said Herb, although political events make it continually subject to change. The map can be replaced in the Plexiglas-covered case for a relatively small cost in the future should events dictate it.

Paintings by art professor KEITH HOLLINGWORTH are currently on exhibit at the Gahana Gallery, 114 Main Street, Northampton. The show runs through Friday, January 27.

Grant allows Project TEME to expand computer capabilities

With a new \$40,000 grant from the National Science Foundation, Project TEME (Totally Enclosed Modular Environments), the experiential core of the human ecology curriculum, is developing a Windows for Workgroups multimedia local area network (LAN) to enhance the authenticity of the TEME experience. The grant allows the program to replace its obsolete eight-bit Atari computers with PCs as part of a wider area network, providing access to such global resources as Internet.

"This will enable students to view the scope of data and resources available to solve ecological problems," says psychology professor **Dan LaRose**, "and provide direct communication between the project and major universities, government agencies, research institutions and information services. With a more powerful and expanded networking system, the TEME curriculum has the potential for greater transportability serving as a national model for hands-on science education."

Dan and anthropology professor **Greg Vouros** have guided Project TEME since its inception. Dan, a GCC graduate, has taught at the college since 1968, Greg since 1976.

While scenarios vary, each TEME mission is designed to introduce students to basic ecological principles, effective group process, and the scientific applications of technology to study and solve ecological problems. Project TEME's lab consists of a mock-up of the shuttle orbiter, a mission control area, and a multi-purpose area used for meetings, program development and as a gallery for visitors.

The TEME curriculum model has evolved since 1980, with the shuttle orbiter experience as a metaphor for "Spaceship Earth" as the focus of the program. "This has been inherently

motivating and exciting for college and middle school students in particular," says Dan, "and has worked well as a platform for studying ecological problems on earth."

The TEME model is ideally suited for the study of the oceans, using a deep sea submersible as a vehicle for exploring this "vast and still mysterious environment". This has been accomplished by adding new content to the program and by upgrading the technology to run the simulation and support administration and management of the curriculum.

Actual development of the Deep Submergence Vehicle (DSV) mission was initiated in 1993 with an \$83,000 grant from the National Science Foundation. Project TEME, involving three human ecology courses and the integration of personal computers for administration, student use and various program applications related to the DSV mission, is now being modified to enable the simulation of both a DSV and STS (Space Transport System) experience. Completing the transition to a generic action science laboratory for conducting the DSV and STS simulation experiences is expected to take three to five years.

The continuing development of an action science curriculum, with the TEME model as its experiential core, can have a great impact on students both in terms of math and science skills development, greater clarity of career goals, and a broader ecological awareness, say Dan and Greg. Diving off the cost of the Galapagos Islands to view thermal vent ecology, exploring the web of life off the Great Barrier Reef, or descending to the bottom of the Marianas Trench can provide a science adventure generating the same enthusiasm and opportunity to motivate students to learn as the shuttle orbiter missions have done.

Best wishes to Director of Health Services **NANCY BUCHANAN** and her husband, Dr. **WILLIAM BUCHANAN**, part-time medical director of health services, who officially retire this month. Nancy began working at GCC in September of 1974. Under her leadership, GCC's health services became a model for similar programs nationwide. She co-edited *The Blue Book:*

Program Development Guidelines for Nurse-Directed Health Services, a publication of the American College Health Association.

The manual was originally produced in 1971 to provide guidance to those who were developing health programs in junior and community colleges. The book was updated in 1977 to provide guidance for nurses in two-year colleges, and in 1986 and 1993 to reflect current trends in the field.

Nancy was instrumental in establishing GCC's highly successful health fairs and bringing well-known speakers to campus like Bonnie Pruden, and was in the vanguard of those educating students about sexually-transmitted diseases. She did her registered nurse training at Massachusetts General Hospital, and earned a certificate in college health nursing from the University of Massachusetts. She is a certified adult nurse practitioner.

Bill began a practice in pediatrics in Greenfield in 1957, from which he retired in November. His medical training was at Harvard and Yale.

Nancy and Bill were honored with a plaque at the annual employee holiday party December 23.

Donna Larson named director of health services

Donna Larson of Leeds is the college's new director of health services. She replaces **Nancy Buchanan**, who retires this month. Donna says she has been spending this month "trying to catch up with what Nancy has accomplished in the past 21 years. It's a bit daunting." She is nonetheless "very much looking forward" to officially beginning her GCC career January 17.

Donna has worked as an adult nurse practitioner at the Holyoke Health Center since 1988. She was an adult nurse practitioner with ambulatory medical-surgical specialties at Boston's Brigham and Women's Hospital from 1980 to 1988. Previously, she was a community health

nurse for the Belmont-Watertown Community Health Association in Belmont, MA, a community health nurse for the Burlington, VT, Visiting Nurse Association, and a staff nurse at the Medical Center Hospital of Vermont in Burlington. She was a staff mental health nurse at Franklin County Public Hospital in Greenfield from 1972 to 1974.

A Melrose native, Donna earned her bachelor of science degree in nursing at the University of Massachusetts at Amherst, and a master of science degree in primary health care nursing from Simmons College. She is an avid reader and enjoys hiking, camping and other outdoor activities.

Marilyn Pickunka to direct occupational therapy assistant program

Marilyn Micka Pickunka of Hatfield has been named director of the new occupational therapy assistant program. The grant-funded program, to be located in the Downtown Center, will admit its first students in September.

Marilyn has worked as an occupational therapist since receiving her bachelor of science degree in occupational therapy from Quinnipiac College in 1987. She has worked for the Veterans Administration Medical Center in Leeds, the Institute of Living in Hartford, CT, and Gaylord Hospital in Wallingford, CT, where she was

an occupational therapist, occupational therapy supervisor and research and field-work coordinator from 1990 to 1993. Most recently, she was an occupational therapy instructor at Quinnipiac College, and lead occupational therapist for Valley Rehabilitation-contracted services with the Hampshire County Long Term Care Facility in Northampton.

In addition to her B.S. degree, Marilyn has a master of arts degree in psychology from Southern Connecticut State University.

Volunteers call prospective students

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director of health occupations **Margaret Craig**, Interim President **Larry Dean**, secretary in the office of student life **Corey Hickey**, academic dean **Joan Ibish**, library director **Carol Letson**, staff assistant for academic affairs **Lynne Morris**, storekeeper **John Murphy**, mail clerk **Diana Roberts**, Assistant to the Vice President for Academic Affairs and Student Support **Elizabeth**

Roop, math professor **Peter Rosnick**, vice-president for academic affairs and student support **Ira Rubenzahl**, professor of computer information systems **Bob Schilling** and transfer coordinator **Rob Yacubian**.

The pilot program was developed by Elizabeth Roop, Director of Admission **Don Brown**, and Director of Marketing and Public Relations **Russell Powell**.

Classroom assessment focus of survey, professional day

English as a Foreign Language instructor STEVEN HOWLAND had an article, "Read, Read, and Write: Using Reading Journals," published in the fall MATSOL (Massachusetts Association of Teachers of English to Speakers of Other Languages) Journal.

Most faculty are using methods other than graded exercises to determine what their students are learning, according to a survey conducted this fall as part of the college's five-year, \$1.25 million federal Title III grant. More than 90 percent of the faculty who responded to the survey indicated that they currently use methods other than graded exercises to determine their students' strengths and weaknesses. Nearly all of the respondents expressed strong interest in the issue of classroom assessment.

The survey was sent to all full- and part-time faculty in mid-November by speech professor **Fred Agnir**, who is now analyzing the results. As peer coach for the classroom research component of the Title III grant, Fred is on half-time teaching leave this year to learn about classroom assessment and research. He is working with **Yoav Elinevsky**, a mathematics instructor at Mount Wachusett Community College.

The 39 returned questionnaires represented nearly a 40 percent response rate. Sixty-nine percent of the respondents were full-time faculty, and 31 percent were part-time. Fred says that the heart of the survey is the descriptions of the methods now being used by faculty in addition to grades. He expects to have completed his analysis sometime this month; further details will be published in the February *On Campus*.

The March 9 Professional Day will reflect the keen interest in classroom assessment identified in the survey, along with hands-on workshops on the use of Banner for registration, for accessing student and course information and for the "basics" of navigating Banner.

A mock registration scheduled for the week of February 7 will use Banner on-line to "test" register students in a variety of categories. To participate, contact **Elizabeth Roop** (x271) or **Diane Mueller** (x288).

RITA POWELL, daughter of Director of Marketing and Public Relations **RUSSELL POWELL**, will appear on the ABC television program *Good Morning America* during the week of January 16 (tentatively Friday, January 20). Rita was a member of the 1993 state championship girls basketball team at Amherst Regional High School, where she is now a senior. The team is the subject of a new book by Madeleine Blais, *In These Girls, Hope Is A Muscle*. Blais spoke about the book at GCC this fall as part of the President's Distinguished Lecture Series. Rita and former teammate **Jen Pariseau**, now at Dartmouth College, will discuss the book with Blais on the ABC program.

Soccer, skating, Tae Kwon Do among winter fitness activities underway

The wellness, fitness and athletics department is offering several opportunities with local organizations and businesses, says coordinator **Jeff Coulson**. These include:

- Two indoor soccer teams. "Our Hampshire College team has been playing for a few months now and is doing well, with only one loss so far," says Jeff. "We also have a team with the Soccer Club of Franklin County that is just getting underway and will play at the Indoor Action building on Bernardston Road in Greenfield."
- Indoor lacrosse is being offered through the Franklin County Lacrosse Association, also at the Indoor Action facility.
- About 15 students are playing basketball in a town league through the Greenfield Recreation Commission. The team plays Thursday nights at the Middle School, 195 Federal Street.

• Figure skating is offered with instructor **Jessica Bahros** at the Collins Moylan Arena in Greenfield. Eight people are currently skating.

• Tae Kwon Do is offered through the Tae Kwon Do Center on Federal Street in Greenfield. Led by psychology professor **Dave Johnson**, "this has created a great response," says Jeff. Nearly 30 students have signed up so far.

• "We are just getting started" with Tai Chi through the J. Richard Roy Martial Arts Studio on Osgood Street.

• Tae Kwon Do through **Roger Lynch** of Ashfield will also be offered.

• Memberships to The Club in Sunderland, a tennis and fitness center on Route 116, are being offered.

Each of these programs has certain limitations and commitment requirements that must be met by the student. For details, call Jeff at extension 345.

Enrollment, marketing and retention efforts given new focus for the new year

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the academic year.

The current marketing committee has been in existence since the fall of 1990. The committee has advised Russell on a number of topics, and made recommendations to the president on such issues as signs, advertising, transportation and publications. Members are Professor of Art **Tom Boisvert**, Director of Admission **Don Brown**, Director of Development **Steve Budd**, Assistant Director of Admission **Herb Hentz**, Staff Assistant for Public Relations **Bill Johnson**, **Bob Keir**, Assistant Director of Admission **Jan Kaiser**, Media Production Specialist **Dennis Koonz**, student **Ed Mikalunas**, Director of Student Life **Merryl Sackin**, Professor of English **Faythe Turner** and Academic Dean **Mirrless Underwood**.

The composition of the committee may change during the coming months to include fewer admission representatives and more faculty. Anyone interested in serving should contact Russell at extension 270.

Enrollment management task force

Charge: To review and revise as necessary the college's recruitment and admission policies and procedures with the goal of facilitating the application process for prospective students; to develop strategies to increase the percent of applicants who enroll at the college (our "yield" of applicants); and to provide advice and guidance to the dean of enrollment and community services and the director of admission on matters related to recruitment and admission activities.

Chair: Bob Keir, dean of enrollment and community services, or his designee.

The enrollment and retention task forces will have identified projects and timelines by March 1

Members: As determined by the dean of enrollment and community services, but to include representatives of the admission, financial aid and public relations offices; faculty and/or staff from the division of academic affairs; and at least one student.

Meetings: At least monthly throughout the academic year.

The task force's goal is to take actions that result in at least 56 percent of the student who apply for the fall 1995 semester to actually enroll. This would restore the college's yield rate to its 1993 level; in 1994 the yield rate slipped to 54 percent, its lowest in five years. Since 1990, the average yield rate is 59 percent, with a high of 65 percent in 1990.

The enrollment management committee was created last year. Among its activities was developing a "rapid response" enrollment plan last summer. Russell has chaired the committee until now; other members, in addition to Bob, have been Director of Financial Aid **Jane Abbott**, Bill Johnson, Jan Kaiser, and Assistant to the Vice President for Academic Affairs and Student Support **Elizabeth Roop**.

Membership may change at Bob's discretion under the new guidelines. The membership was to have been

determined by January 10.

The enrollment management task force is expected to identify a single project within the scope of its charge by March 1 and establish a timeline for its completion. At the completion of the project, the task force will recommend to the president whether it should continue or not.

Retention task force

Charge: To develop standards for measuring the retention rate of enrolled students from one semester to the next and to implement strategies and activities that increase this rate.

Chair: To be elected by the membership of the task force.

Members: As determined by the vice president for academic affairs and student support, but to include representatives of the enrollment and community services and academic affairs divisions, and the public relations office, and at least one student.

Meetings: At least monthly throughout the academic year.

The goal is to have 69 percent of the day students enrolled during the 1995 fall semester re-enrolled for the 1996 spring semester. The five-year average retention rate from fall to spring is 71 percent, with a high of 75 percent in 1989-90 and a low of 67 percent last year.

Membership on the retention task force will be finalized by January 18. Similar to the enrollment management task force, the retention group will have until March 1 to identify a project and a timeline for its completion, after which it will recommend whether to continue as a task force. Faculty and professional staff are encouraged to participate in the activities of the retention committee.

The library has announced its hours for the spring semester:

**NOW THROUGH
FRIDAY, JANUARY 27**

Monday through Friday
8 a.m. to 5 p.m.

**MONDAY,
JANUARY 30
through
FRIDAY, MAY 19**

Monday—Thursday
8 a.m. to 10 p.m.

Friday

8 a.m. to 5 p.m.

Saturday

12 noon to 6 p.m.

Sunday

(beginning April 9)

12 noon to 6 p.m.

EXCEPTIONS

Thursday, March 9
Professional Day—
limited services

Friday, March 17

Evacuation Day—

9 a.m. to 4 p.m.

*Monday, March 20
through Friday, March 24*
Spring Recess

8 a.m. to 5 p.m.

CLOSED

Monday, January 16
Martin Luther King Day

Monday, February 20
President's Day

Saturday, March 18
Spring Recess

Monday, April 17
Patriot's Day

Any changes to the schedule will be posted in the library.

What's Happening

Tuesday, January 17

An open house and tours for faculty and staff at the Downtown Center, 270 Main Street. 3 p.m. to 5 p.m. Parking is limited in the small lot immediately behind the building, but ample parking is available a short distance down Davis Street. The rear entrance provides the easiest access to the building from that direction.

Wednesday, January 18 and

Thursday, January 19

"Why Should You Learn About PageMaker?" a workshop led by Title III Coordinator Martha Banda and Media Production Specialist Dennis Koonz. Learn how to update and enhance existing documents, and how to create advertisements, fliers, brochures, manuals and booklets. Seating is limited and preference will be given to faculty, administrators and/or their designees. Contact Martha or Dennis if you are interested in attending. 9 a.m. to noon each day. *Note: the class is full, but people who are interested should still contact Dennis or Martha to determine interest in future workshops.*

Monday, January 23

Final registration for spring 1995 day and evening classes.

Tuesday, January 24

Last day of intersession classes and exams.

Tuesday, January 24

Day student orientation.

Wednesday, January 25

Spring semester classes begin (day and evening).

Wednesday, February 1

Last day to add classes (day and evening).

Wednesday, February 1

Deadline, February edition of *On Campus*.

Monday, February 6

Academic Standards Committee meets. 12 p.m., student services conference room.

Saturday, February 18

Drawing for "cream puff" car raffle to benefit the 1994-95 capital campaign. Half a dozen area car dealers have agreed to make a "cream puff"—one of their dream cars—available to the winner, and the winner gets to choose. The winner will also have the option of taking \$10,000 in cash in lieu of the car. Many other prizes will be awarded as second, third and "wild card" prizes at a "reverse raffle" party to be held at Bricker's Restaurant. At this event, the winning raffle ticket for the car or cash will be drawn—but it will be drawn last. Tickets are \$100, and only 350 will be sold. For details, contact the GCC Foundation at extension 203.

Monday, February 20

President's Day—no day or evening classes scheduled. The library will be closed.

Thursday, February 23

"IN" grades converted to "F" (day and evening).

Wednesday, March 1

Banner goes live! The new administrative software is scheduled to go on line in student records and financial aid.

Wednesday, March 1

Deadline, March edition of *On Campus*.

Wednesday, March 1

Last day to withdraw from classes with no record.

Thursday, March 9

Professional Day—no day or evening classes scheduled. The library will have limited services.

Wednesday, March 15

Deficiency notices due.

Friday, March 17

Evacuation Day—no day or evening classes scheduled.